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(71) **Applicant** (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL]; Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): FISH, David, A. [GB/GB]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB). **CHILDS, Mark, J.** [GB/GB]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB). **VAN DER VAART, Nijs, C.** [NL/NL]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB). **HOPPENBROUWERS.**

Jurgen, J., L. [NL/NL]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB). **VAN WOUDENBERG, Roel** [NL/NL]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB). **BUDZELAAR, Franciscus, P., M.** [NL/NL]; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB).

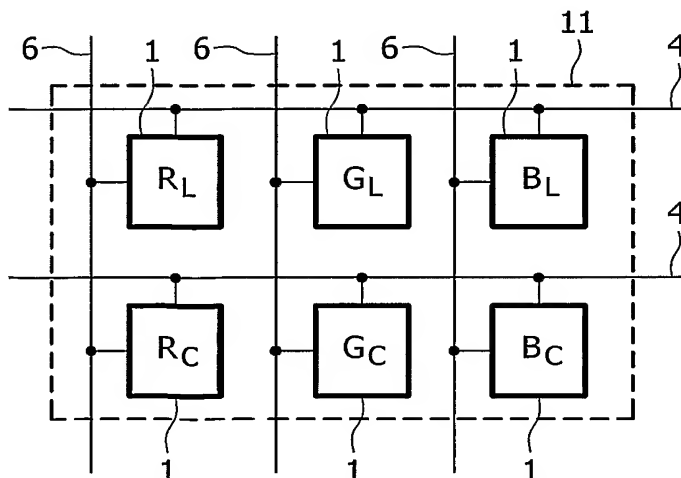
(74) **Agents:** WILLIAMSON, Paul, L. et al.; c/o Philips Intellectual Property & Standards, Cross Oak Lane, Redhill Surrey RH1 5HA (GB).

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(54) Title: COLOUR ELECTROLUMINESCENT DISPLAY DEVICE AND ITS DRIVING METHOD



(57) Abstract: A colour electroluminescent, EL, display device comprising an array of pixels (11) each comprising sub-pixels (1) of two or more colours (R, G, B). For at least one of the colours (R, G, B), the pixel (11) comprises a first sub-pixel (R_L , G_L , B_L) comprising a first EL material and a second sub-pixel (R_c , G_c , B_c) comprising a second EL material. The first EL material is of higher lifetime than the second EL material; the second EL material has better colour points and/or better colour rendition properties than the first EL material. In some embodiments a pixel comprises two red sub-pixels (R_L , R_c), two green subpixels (G_L , G_c) and two blue sub-pixels (B_L , B_c), one sub-pixel of each colour (R_L , G_L , B_L) comprising relatively high lifetime EL material and the other sub pixel of each colour (R_c , G_c , B_c) comprising relatively good colour points EL material. In other embodiments a pixel comprises two blue sub-pixels (B_L , B_c) but only one red sub-pixel and one green sub-pixel.



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